BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 14: Creative Promotion**
Learning aim	**A:** Explore the role of integrated marketing communications in creative promotion
Assignment title	Marketing Communications in Retail Businesses
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are interested in a job in marketing communications. You have approached a large local business to ask about work placement opportunities. The Communications Executive has asked you to demonstrate your knowledge of the ways in which businesses communicate with current and potential customers for promotional purposes. You have been asked to write a report exploring the marketing communications used by two contrasting businesses.

Task 1	**Independent Research** You should start by choosing two contrasting suitable, businesses. You will need to carry out research into their promotional activities, and investigate the techniques and methods they use. This research will be used in the report to illustrate examples of good practice. **The report - How integrated marketing communication aids creative promotion in Business X and Business Y** The report should begin by introducing the two contrasting businesses you have been investigating, and describing their promotional objectives. For each business selected you will need to give a detailed analysis of the effectiveness of the marketing communication activities used. To do this you will need to provide: ● detailed exploration and illustration of the marketing communication aids used including the techniques and methods used by each business. Throughout this you will need to provide clear and considered examples to help the reader understand the marketing communication activity used by each business. ● a methodical and detailed examination of the effectiveness of the different marketing communication activities used and how each activity interrelates to influence overall effectiveness. It is important that in doing so you explain why it is

	important to ensure that marketing communication activities are well integrated by maintaining consistency of promotional activities as well as consistency with other elements of the marketing mix. To conclude the report, chose **ONE** of the businesses and provide a conclusion about the extent to which promotional activity has supported the achievement of the promotional objectives of that business. You will need to carefully consider all factors that apply and come to a conclusion as to which are most important or relevant.
Checklist of evidence required	Report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/A.D1	Assess the extent to which promotional activity supports the achievement of promotional objectives for a selected business.
14/A.M1	Analyse the effectiveness of the marketing communication activities of contrasting businesses.
14/A.P1	Explore and illustrate how marketing communication aids creative product promotion.
14/A.P2	Explain the importance of integrated marketing communication activity to contrasting businesses.

Sources of information to support you with this Assignment	**Websites** **www.cim.co.uk** The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. **www.marketingteacher.com/introduction-to-marketing-communications/** Marketing Teacher is a website that uses plain language to describe the key marketing topics. It can be used by both marketing learners and assessors. It has a range of lessons and videos. **Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx**
Other assessment materials attached to this Assignment Brief	**None**